

## **IMC 508: Advanced Media Strategy and Analysis**

### **SCHOOL OF JOURNALISM & NEW MEDIA**

This course is a detailed survey of new media planning and buying that is evolving in the 21st century. It covers multiple trends and challenges, including: client demand for integrated marketing communications and greater accountability, audience fragmentation, media proliferation, and new technologies.

3 Credits

#### **Prerequisites**

- Must have completed undergraduate IMC core or have permission of instructor.
- Course may be repeated only once.

#### **Instruction Type(s)**

- Lecture: Lecture for IMC 508

#### **Subject Areas**

- [Journalism](#)

#### **Related Areas**

- [Broadcast Journalism](#)
- [Journalism, Other](#)
- [Photojournalism](#)

